



# **United States Special Operations Command**

## **2000**

### **Special Operations Forces Week and Advance Planning Briefing to Industry Conference**

**Tampa Convention Center  
Tampa, Florida  
May 15 - 18, 2000**

**Sponsored by  
United States  
Special Operations Command  
MacDill AFB**

**Supported by  
Meeting Matters Plus, Inc.  
Tampa, Florida**



UNITED STATES SPECIAL OPERATIONS COMMAND  
OFFICE OF THE COMMANDER IN CHIEF  
7701 TAMPA POINT BOULEVARD  
MACDILL AIR FORCE BASE, FLORIDA 33621-5323

January 31, 2000

I would like to take this opportunity to encourage your participation in the events of Special Operations Forces (SOF) Week and the Advance Planning Briefing to Industry (APBI). Last year we combined these two events. The results were considered an overwhelming success.

This venue offers an excellent opportunity to strengthen our government-to-industry relationships and provide future acquisition opportunities and information. I have personally encouraged the leadership of SOF to interface with industry during the Tampa Aquarium Social, SOF Mess Night and golf tournaments, and to frequent the exhibition halls.

I sincerely hope you will join us and participate in as many events as your schedule permits.

Peter J. Schoomaker  
General, U.S. Army  
Commander in Chief

# *Schedule* **At A Glance**

## **SOF WEEK AND APBI CONFERENCE**

### **Monday, May 15, 2000**

Conference Registration Opens	7:00 a.m. - 5:00 p.m.
Command Sergeant Major's Conference Begins	8:00 a.m. - 5:00 p.m.
Exhibitor Registration Opens	6:00 p.m. - 8:00 p.m.
Exhibitor Set-Up Begins	6:00 p.m. - 8:00 p.m.

### **Tuesday, May 16, 2000**

Conference Registration Open	7:00 a.m. - 5:00 p.m.
Exhibitor Registration Open	7:00 a.m. - 5:00 p.m.
Exhibitor Set Up Continues	7:00 a.m. - 5:00 p.m.
Command Sergeant Major's Conference Continued	8:00 a.m. - 5:00 p.m.
Special Operations Forces Senior Leaders Spouses Program Begins	8:00 a.m. - 11:00 a.m.
Special Operations Forces Senior Leaders Conference Begins	8:00 a.m. - 11:00 a.m.
❖ Golf Tournament, Bay Palms Golf Course	12:45 p.m. - 5:00 p.m.
❖ Florida Aquarium Reception	7:00 p.m. - 9:00 p.m.

### **Wednesday, May 17, 2000**

Conference Registration Open	7:00 a.m. - 9:00 p.m.
Exhibitor Registration Open	7:00 a.m. - 12:00 noon
❖ Exhibits Hall Opens	8:00 a.m. - 7:00 p.m.
Special Operations Forces Senior Leaders, Component Commanders and Command Sergeant Major's Conference	8:00 a.m. - 12:00 noon
Component Commanders Luncheon	12:00 noon - 1:00 p.m.
❖ APBI Golf Tournament Bay Palms Golf Course	12:45 p.m. - 5:00 p.m.
❖ President's/CEO's Briefing	1:00 p.m. - 3:30 p.m.
Component Commanders and Sergeant Major's Exhibit Hall Walk Thru	1:00 p.m. - 5:00 p.m.
❖ Combined SOF Mess and APBI Social	5:30 p.m. - 7:00 p.m.
❖ Special Operations Forces Mess Night	7:00 p.m. - 11:00 p.m.

### **Thursday, May 18, 2000**

Conference Registration Open	7:00 a.m. - 1:00 p.m.
Component Commanders Cross Brief	8:00 a.m. - 5:00 p.m.
❖ Advance Planning Briefing to Industry Conference Begins	8:00 a.m. - 5:00 p.m.
❖ Advance Planning Briefing to Industry Luncheon	12:00 noon - 1:00 p.m.
Exhibitor Dismantle	4:00 p.m. - 8:00 p.m.

❖ Indicates those events open to industry attendees

# DoD Standards Clearance

- ❖ The Assistant Secretary of Defense (Public Affairs) finds Advance Planning Briefing to Industry Events meet the standards for participation by DoD personnel under DoD Instruction 5410.20 and DoD Standards of Conduct Directive 5500.7. This finding does not constitute DoD endorsement of attendance, which may be determined by each DoD component.

## Briefing Objectives Key Benefits

- ❖ Provide attendees with an understanding of the Command's technological objectives and opportunities.
- ❖ Present the Command's defense needs which are incorporated into the DoD's budget requests for current and future fiscal years.
- ❖ Identify material and support needs of the Command, which will emerge as invitations for bid and requests for proposals.

## Who Should Attend

- ❖ Traditional suppliers as well as potential suppliers will benefit from the briefings
- ❖ CEO's, business development managers and marketing personnel desiring information and business opportunities with the Command should attend.
- ❖ Scientific and engineering specialists as well as program managers will find the material useful.

## Attendance Requirements

- ❖ To attend you must be a United States Citizen or as a foreign visitor, have received proper clearance through your embassy and be approved by Headquarters, United States Special Operations Command.



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# *Proposed* Agenda APBI

18 May 2000

Registration Opens	0700	Coffee and Danish Served in Meeting Hall
Administrative Remarks	0815 - 0820	Master of Ceremony Dr. Robert L. Buhrkuhl
Welcome/Overview	0820 - 0850	Acquisition Executive Mr. Harry E. Schulte
Desired Operational Concepts	0850 - 0930	Chief, Future Concepts LTC Bruce Reider
Technology Programs and SOTOS	0930 - 1020	Chief, Advanced Technology Office Mr. Frank Wattenbarger
Break	1020 - 1040	
USSOCOM Procurements	1040 - 1105	Director, Procurement Colonel Gary Dilk
SOF Army Aviation	1105 - 1130	Chief, Technology Applications Contracting Office Mr. Rich Cooney
Lunch (Guest Speaker)	1130 - 1300	
Maritime Systems & Rotary Wing Aircraft	1315 - 1400	PEO, Maritime & Rotary Wing Captain John Kamen
Fixed Wing Aviation	1400 - 1445	PEO, Fixed Wing Colonel Stan Shinkle
Break	1445 - 1505	
Intelligence & Information Systems	1505 - 1550	PEO, Intelligence & Information Systems, Mr. Ed Miller
SOF Munitions & Equipment	1550 - 1635	PEO, Special Programs Colonel Rick Bailor
Discussion Panel	1635 - 1700	AE/Program Executive Officers Panel, Questions & Answers

# *Mess Night* Special Operations Forces

A Mess Night provides an occasion for officers and guests of a military organization to meet socially at a formal military function. Long ago, these events were found to be essential in maintaining command cohesiveness and professional esprit de corps. While America adopted most of her Mess traditions from the British Army and Navy, the origins of this event began far in antiquity. During ancient times, Roman legions feasted to celebrate victories. Traditions evolved and were nurtured through many centuries and across many lands by knights, monks, soldiers and sailors.

The United States Special Operations Forces (SOF) Mess Night began as an effort to create and maintain camaraderie and cohesiveness among the various staffs and agencies in the Washington DC area. With the development of USSOCOM, the annual SOF Mess Night has evolved into a truly global event, attracting members from around the world.

During this special evening, a few extraordinary people are honored, true quite professionals whose achievements embody the core values of America's Special Operations Forces: Integrity, courage, competence and creativity. For the second consecutive year, SOF Mess Night is open to all paid attendees of the conferences held during SOF Week, all SOCOM personnel, and invited guests. Mess Night is traditionally a "stag" event. Spouses may attend if they qualify on their own merit, such as: a conference attendee, assigned to a Special Operations Command as a civilian or military member, or otherwise in receipt of a written invitation.

## *Dress Code* Information

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

### **Appropriate Attire for SOF Mess Night:**

- Army-Blue Mess
- Marine Corps-Mess Dress
- Navy-Dinner Dress White Jacket
- Air Force-Mess Dress
- Civilian Personnel-Black Tie

# *Strategic* Overview Information

In order to apprise corporate leaders on the strategic significance of the roles and missions of Special Operations Forces the command has set up a special briefing for Corporate Executive Officers, Chief Operating Officers, Divisional Presidents of multi layered corporations, and company Presidents. The presentations will be classified **Secret**. Attendance is encouraged for those senior level corporate leaders wishing to know of the significant role of Special Operations Command. The Acquisition Executive will approve each request to attend this session. Registration for this special session is described below.

## *How to Register* CEO Conference

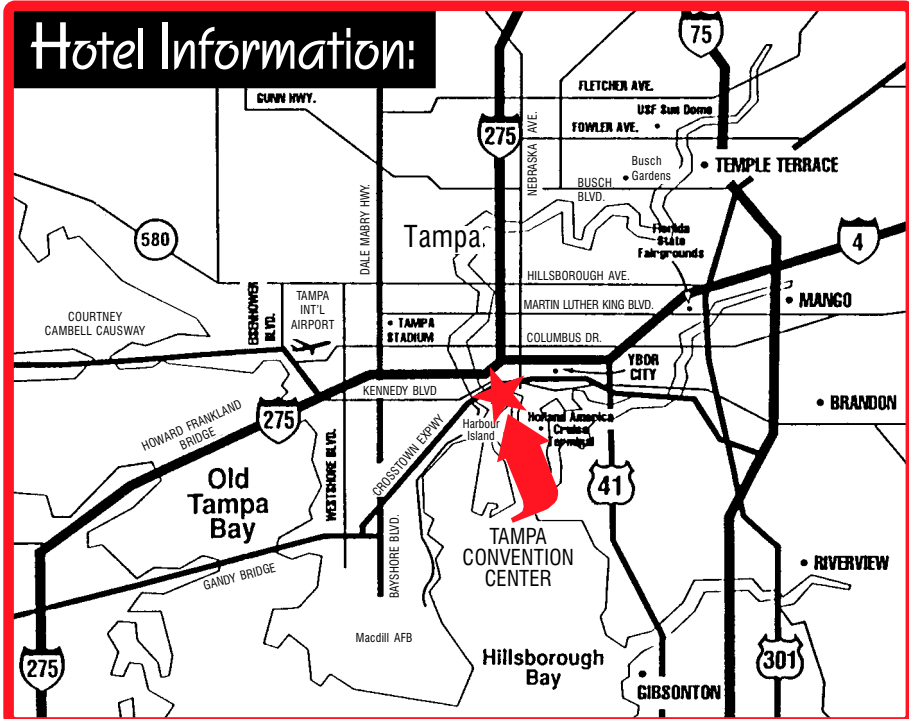
This classified session is designed for Corporate Executives and Company Presidents. There will be no charge to attend these presentations but we need you to pre-register to facilitate processing your clearances and insuring we have proper seating arrangements. Please E-mail your request to attend the conference to Mr. Scott Bowles at [bowlesr@socom.mil](mailto:bowlesr@socom.mil) and include full name, company name, and title of the individual wishing to attend. Fax your clearance request to (813) 828-9488 and cite the purpose of the visit as SOF WEEK CEO BRIEFS.

## *CEO* Briefing Agenda

17 May 2000

1300-1330	Welcome SOF Global Operations/Deployments	Gen Schoomaker Commander-in-Chief
1330-1350	Counter Proliferation "Horse Brief"	LTC Bolchoz
1350-1450	Information Operations for the Future	RADM Steffens Director of IO
1450-1530	Supporting Technologies "Equip the Man - Don't Man the Machine"	LTC Reider Chief, Future Concepts

# Hotel Information:



Two downtown Tampa Hotels will be offering special rates to SOF Week and APBI Conference Attendees. They are:



**The Hyatt Regency Tampa  
at Tampa City Center**  
Two Tampa City Center  
Tampa, FL 33602  
(813) 225-1234

## Government Rates:

Single/Double	\$86.00
Triple/Quad	\$111.00

## Conference Rates:

Single/Double	\$119.00
Triple/Quad	\$139.00



**The Radisson Riverwalk**  
200 North Ashley Drive  
Tampa, FL 33602  
(813) 223-2222

## Government Rate:

Single/Double	\$86.00
Triple/Quad	\$96.00

## Conference Rate:

Single/Double	\$99.00
Triple/Quad	\$109.00

Each of these hotels are within walking distance to the Tampa Convention Center. Each is offering a Government Rate to active government I.D. card holders.



# **SOF Mess Week** *Golf Tournaments*



- 16 May - **SOF Senior Leaders**
  - Bay Palm's South Course
- 17 May - **APBI**
  - Bay Palm's South Course
  - POC Mr. Randy Fields, SOAL-L or Mr. Joe Daum, SOAL-K
  - (813) 828-4322 & 6837
- Tee Off- 1245 both days (1245-1700)
- Four person scramble
- Captain's Choice
- Spike Less Golf Course

## **Cost and Registration**

• E1-E4/GS1-4	\$26
• E5-O3/GS 5-9/WO 1-3	\$31
• O4- UP/GS -10 UP & W04/5	\$35
• Guests	\$45
• Members	\$20

- Sign up via registration form
- Payment by check or credit card

## **Prizes**

- Top 3 and last place team
- Longest Drive
- Straightest Drive
- Closest to the pin
- Longest Putt Made
- Mulligans—2 per person and drink coupon \$5.00

# SOF Mess Week Golf Tournaments

There are two golf tournaments scheduled during SOF MESS WEEK and Advance Planning Briefing to Industry (APBI). The SOF Senior Leaders Tournament will be held on Tues, 16 May 2000, tee time 1245 at Bay Palms' South Course. The Annual APBI Tournament will be held on Wed, 17 May 2000, tee time 1245 at Bay Palm's South Course. Both tournaments are four person scramble, Captain's Choice. Costs include green fees, cart, registration gift, free drink and prizes. If you want to participate in one or both tournaments, please complete and return the registration form below.

*Hole sponsorships are available on first come, first serve basis. Costs are \$100.00 per hole.*

*See below for more information.*

Registration Form for SOF Mess Week Golf Tournament(s)

Name: \_\_\_\_\_ Rank: \_\_\_\_\_

Organization/Firm: \_\_\_\_\_

Telephone: (\_\_\_\_\_) - \_\_\_\_\_

A. I will play in (circle your choice(s))

Senior Leaders

APBI

B. Cost

E-1	THRU	E-4	\$26.00	\$26.00
GS-1	THRU	GS-4		
E-5	THRU	O-3	\$31.00	\$31.00
GS-5	THRU	GS-9		
WO-1	THRU	WO-3		
O-4	AND UP		\$35.00	\$35.00
GS-10	AND UP			
WO-4				
Civilian Guest			\$45.00	\$45.00

**NOTE:** *Military Retirees can play at their retired rank.*

\_\_\_ I have included a check for \$ \_\_\_\_\_

\_\_\_ Please bill my credit card. Card Number: \_\_\_\_\_

\_\_\_ Master Card    \_\_\_ Visa    \_\_\_ American Express

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

C. Please include the names of people you will/desire to play in your foursome:

a. \_\_\_\_\_ b. \_\_\_\_\_

c. \_\_\_\_\_ d. \_\_\_\_\_

**HOLE SPONSORSHIP:** \$100.00 per hole / per day.

\_\_\_ My business/firm will sponsor a hole. (check)

**NAME OF SPONSOR FOR SIGN:** \_\_\_\_\_

Please enclose payment with application.

You may include hole sponsorship with your golf registration by adding the amount to your golf fees.

# Registration Information



## ❖ FOR CONFERENCE ATTENDEES

Registration Hours

Tampa Convention Center Rooms 11-12

Monday, May 15 ----- 7:00 a.m. - 5:00 p.m.

Tuesday, May 16 ----- 7:00 a.m. - 5:00 p.m.

Wednesday, May 17 ----- 7:00 a.m. - 9:00 p.m.

Thursday, May 18 ----- 7:00 a.m. - 5:00 p.m.

## ❖ FOR EXHIBITORS

Registration Hours

Tampa Convention Center, West Hall

Monday, May 15 ----- Closed

Tuesday, May 16 ----- 10:00 a.m. - 5:00 p.m.

Wednesday, May 17 ----- 10:00 a.m. - 5:00 p.m.

## Three Easy Ways To Register:



### BY MAIL

Meeting Matters Plus, Inc.  
9813 Ginger Drive  
Riverview, Florida 33569



### BY FAX

(813) 671-9324  
Open 24 Hours



### BY E-MAIL

PLordMMPI@aol.com



### ❖ INSTRUCTIONS:

1. Complete all portions of the registration form and mail to:  
Meeting Matters Plus, Inc., 9813 Ginger Drive, Riverview, FL 33569.  
A check payable to Meeting Matters Plus or credit card authorization for registration fees MUST be received with form to be registered.
2. PRINT OR TYPE ALL INFORMATION. Your name and organization/company will appear EXACTLY as you have indicated on the registration form.
3. Please make copies for your files.
4. Use the 24-hour FAX (813) 671-9324 to register with credit card information, or sign up on the web, [www.meetingmattersplus.com](http://www.meetingmattersplus.com). **If** using FAX or E-MAIL, please DO NOT MAIL the original form.

### ❖ CANCELLATION INFORMATION

Registrants who are unable to attend MUST NOTIFY Meeting Matters Plus, Inc. by April 10, 2000 to receive a refund minus a penalty/cancellation fee. A \$50.00 penalty/cancellation fee will be applied to cancellations received prior to April 10, 2000. After April 10, 2000 there will be NO refunds made for cancellations. Substitutions will be accepted at all times.

### ❖ MESSAGE CENTER

The registration area will feature a message board for incoming messages. Please be advised that registration personnel are NOT able to page attendees. ONLY in the case of an actual emergency will attendees be located to receive a call. Potential callers should be encouraged to call the hotel where you are housed rather than the registration desk. Messages received will be posted on a Message Board provided in the registration area. It is your responsibility to look for posted messages.

### ■ SMOKING POLICY

Smoking will not be permitted in the conference meeting rooms, ballrooms or exhibits area. Please be considerate of other attendees by observing this rule. Thank you!

### ■ DRESS REQUIREMENTS

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

#### **Appropriate Attire for Aquarium Reception:**

All Attendees - Casual, Open Collar/Slacks  
(no shorts, T-shirts, or sandals)

# Menu of Fees

## Advanced Planning Briefing to Industry Conference

	Early Fees (Prior to 5/1)	Late Fees (After 5/1)
	Package/Price	Package/Price
Advanced Planning Briefing To Industry Conference Only (Includes: APBI Conference, Breaks and Luncheon)	A \$275.	J \$300.
Advanced Planning Briefing To Industry with Aquarium Reception (Includes: APBI Conference, Breaks, Luncheon and Aquarium Reception)	B \$305	K \$340.
Advanced Planning Briefing To Industry with SOF Mess Night (Includes: APBI Conference, Breaks, Luncheon and SOF Mess Night)	C \$330.	L \$365.
Advanced Planning Briefing To Industry with Aquarium Reception and SOF Mess Night (Includes: APBI Conference, Breaks, Luncheon, Aquarium Reception and SOF Mess Night)	D \$360.	M \$405.
Florida Aquarium Reception Only (Spouse Ticket)	E \$ 30.	N \$ 40.
SOF Mess Night Only (See page for attendance eligibility requirements)		
Civilian:	F \$ 55.	O \$ 65.
Gov./DoD Personnel:	G \$ 45.	P \$ 55.
Advance Planning Briefing To Industry Luncheon Only	H \$ 25.	Q \$ 30.
APBI Briefs Only (available for order) Note: You will receive a copy if you are registered for the conference.	I \$ 25.	

# Registration Form



**Please print with dark ink**

Name (as you wish it to appear on badge):

[illegible]

Rank (if applicable):

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Social Security # (Military Only)

--	--	--	--	--	--	--	--	--

Company/Organization/Command:

[illegible]

Address:

[illegible][illegible]

City

[illegible]

State

--	--

Zip+4

--	--	--	--	--	--	--	--	--

Daytime Phone #:

[illegible]

Facimile #:

[illegible]

E-Mail Address:

[illegible]**Credit Card Information:**

**Check one ONLY:** ☐ Visa ☐ Master Card ☐ American Express

Name As It Appears on Card:

[illegible]

Card Number:

[illegible]

Expiration Date:

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Indicate Package(s) Purchased \_\_\_\_\_ Indicate amount charged \$ \_\_\_\_\_

*Note: Charges will appear on your monthly bill as The S'land Group.*

By My Signature, I Authorize Meeting Matters Plus, Inc. to process charges for the above checked off conference activities:

**Authorized signature**

☐ Check/Money Order    ☐ Purchase Order    Indicate P.O. Number \_\_\_\_\_

Indicate Package(s) \_\_\_\_\_ Indicate amount enclosed \$ \_\_\_\_\_

**(Make checks payable to: Meeting Matters Plus, Inc.)**

Mail to: Meeting Matters Plus, Inc.  
9813 Ginger drive.  
Riverview FL 33569